

Социальное конструирование – это, прежде всего, создание в обществе институтов и организаций, обеспечивающих верховенство закона и систему правовых гарантий и свобод. Именно они становятся основой новой социальной реальности. В современном обществе должны править не отдельные люди, как в традиционном обществе, а институты. Они создаются людьми и ими же постоянно совершенствуются, и поэтому так возрастает роль гуманитарной составляющей современного города.

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CONDOMINIUM AS A WAY TO MODERNIZE THE SOCIAL SERVICE INSTITUTION IN THE SCOPE OF HOUSING AND COMMUNAL SERVICES IN UKRAINE

Today the most important vector in the anti-crisis and post-crisis socio-economic development in Ukraine is modernization. One of the main directions in this process is the modernization of the institution of services in the scope of housing and communal facilities, which is the improvement of the interaction between the three main actors of housing and communal services namely the state, private service entities and the users of services in the scope of housing and communal facilities.

Russian scientist N.I. Lapin considers the sustainable improvement in the quality of people's life to be the main function of the country's modernization. Such definition of the institution of services as

‘It is an organized and integrated model of the improvement of quality parameters which determine the formation of the welfare state, the stability of vital activities, the maturity of social and cultural relations that form the civilized order’ testifies to the socio-oriented and humanistic essence of the institute of services. Therefore the social significance of the institution of services in the scope of housing and communal facilities is evident, its critical importance in the improvement of quality of people's life is indisputable and its modernization is a necessary condition for the modernization of the Ukrainian society as a whole.

Let us turn to the concept of institutional matrices of S.G. Kirdina to understand the essence of modernization processes and the role of the institution of services in the scope of housing and communal facilities in these modernization processes. ‘Institutional matrix as a sociological concept is a stable, historically developed system of basic institutions that govern the operation of the related basic public spheres - economic, political and ideological’. According to the author only one of the two types of institutional matrix – X-matrix or Y-matrix – consistently dominates in the society structure. The redistribution institutions in the economic sphere correspond to the first matrix, while the institutions of the market economy correspond to the second one. The process of modernization is the insertion of alternative institutions into the institutional structure of the society. To put it

otherwise, if the X-matrix institutions dominate in a particular society, then the introduction of complementary Y-matrix institutions into it will be the modernization of the institutional arrangements inherent in this society. As this takes place, some institutional forms are optionally substituted by the others which is often their simple transformation.

Accordingly, a gradual introduction of marketing institutions is taking place in the sector of housing and communal facilities in Ukraine, but the X-matrix institutions with their centralized principle of operation continue to dominate. Some scholars argue that the reason why the housing and communal facilities have not still managed to build marketing relations is in the lack of a formed and trained customer. In other words, it is necessary not only to eliminate the administrative methods of management, but also the consumer of services provided by housing and communal facilities should be changed into a customer with market rights.

The form of such integration into the market of the institutional formats and the transformation of passive consumers of services in a buyer may serve as the practice of creating the associations of co-owners of apartment houses (condominiums), within which the residents of houses independently choose the facilities to provide services for their houses, i.e. they are able to influence the conditions and quality of their lives. Condominiums as the progressive form of the consumer's interaction with the customer services can be a powerful engine of the contemporary Ukrainian society modernization.

The purpose of the article is to highlight the role of condominiums in the process of social service institutions modernization in the scope of housing and communal facilities, to identify the social problems of implementing the idea of condominiums in Ukraine and the ways of their solution.

The process of creating associations of co-owners of apartment houses in Ukraine began in 1995, and since 2002 it has been governed by the 'On associations of co-owners of an apartment building' Law of Ukraine. According to the law, the association of co-owners of an apartment building is a legal entity created by the owners to promote the use of their own property and to manage, maintain and use the indivisible and common property. Condominium is a property complex that includes a house and the ground under it and which belongs to more than one owner.

In other words, a condominium or a condo is an association of apartment owners which is responsible for a house maintenance including doorways, stairways, attics, basements, the local area. All of these objects that were previously common, and at the same time did not belong to anybody, acquire a real owner in the face of the condominium. The condominiums contribute to the development of self-consciousness of the householders who on the one hand, are now able to influence the conditions and quality of their own lives, and on the other hand, start feeling their own responsibility for the condition of their home, the quality of housing and communal services.

According to the analyzed sources, the main advantages and disadvantages of the establishment and operation of condominiums for the residents of houses in Ukraine have been specified.

Advantages of the condominium establishing for the residents of houses	Disadvantages of the condominium establishing for the residents of houses
<ul style="list-style-type: none"> – the joint disposal of the common property or as one thinks best, – the acquisition of an additional income from the sources that have not previously been involved or were in possession of house exploitation committees (basements and non-residential premises for rent, services provided by the telephone, television or the Internet, parking in the yard, etc.), – the self-selection of service organizations implementing services under the most favorable terms and conditions, as well as the selection of representatives of working professions to carry out repairs, trash removal, disinfection, etc.), – getting better services on the bases of self-selection of performers, conditions of work, prioritizing work, etc., – contracting services to maintain houses at a more bargain price with the owners of organizations which will be providing services, – a quick response to problems: the tenants will be faster to solve problems as they themselves are much more interested in it than the utility, – monitoring the use of funds collected for services; – direct interaction with the city or town utilities concerning the quality of services provided for houses, – getting a full-fledged representative of their interests before state authorities and utilities, and the opportunity to jointly safeguard their interests, including in court. 	<ul style="list-style-type: none"> – debts of individual tenants are a common problem of condominiums, because in this scheme there is no reserve funds or the opportunity to delay the payment, with no effective action against defaulters, – the monopoly of utilities of house and communal facilities makes it impossible to individually select suppliers of water, gas and power, – the high cost of capital and emergency repairs for which utilities are no longer responsible, and covering the expenses becomes a heavy burden to the residents, – apartments have to be privatized, which entails additional time and money expenses, – complicated registration procedures and unresolved issues dealing with the performance of condominiums, – lack of qualified personnel in the management of condominiums, – too high level of responsibility of managers in condominiums, which affects the quality of living in the house, – overall unwillingness of residents to manage and be responsible for not only their own apartments, but also for the whole house coverage.

As evident from the table, with such form of organization of housing and communal facilities, as condominiums, there are both advantages and disadvantages. However, it should be noted that most of the resulting problems are connected, primarily, with a ‘heavy inheritance’ of the domestic housing and communal facilities, and with the unwillingness of the population to adopt the new forms of housing and communal relations. Law on housing and communal facilities that has

been operating for more than ten years has not been realized in practice on a large scale. We believe that the reasons are to be searched, including at the micro level.

To investigate the problem, we turned to the results of a nationwide poll ‘Who is afraid of condominiums and why?’, conducted by the Razumkov Centre from March 30 to April 4, 2012 in conjunction with the ‘Democratic initiatives’ Fund named after Ilka Kucheriv. In the course of the poll 2,009 respondents aged over 18 years and representing the adult population of Ukraine according to the key socio-demographic indicators have been surveyed in all regions of Ukraine, Kyiv and Crimea on the sample basis. The survey sample was chosen as a stratified, multi-staged, random selection of respondents with the quota in the last stage. The survey was conducted in 132 locations (including 79 urban and 53 rural settlements). The theoretical sampling error did not exceed 2.3% with a probability of 0.95.

The survey data show a very low awareness of Ukrainians of the possibility of creating condominiums: 41.4% of the population do not know about it, 29.2% ‘heard something’ about it, and only 29% are aware of it.

Do you know about the potentiality of creating condominiums as part of the reform of housing and communal facilities’?

0,45 – did not answer

29.2% – ‘heard something’ about it

29% – are aware of it

41.4% – do not know about it

Furthermore, it was revealed that the majority of the apartment owners (62.9%) were dissatisfied with the way their apartments were serviced (25.7% of which were not satisfied at all and 37.2% were predominantly not satisfied). Only 5% were fully satisfied with the services of the houses and 27% were mostly satisfied.

However, there were significant differences in the level of satisfaction of the houses services, which were provided by the house exploitation committees and private entities. Most owners (68.3%) were not satisfied with the services provided by the house exploitation committees, and those ones whose houses were serviced by the private organizations or selected condominiums comprise the majority (73.6%) of those ones who were satisfied with such services.

As this takes place, despite the dissatisfaction of services provided by the house exploitation committees, only 21% of the apartment owners would like to establish a condominium in their houses, 35% do not want , and 44% have not specified their attitude (see Fig. 3). Such classification causes to wonder about the reasons of the owners’ unwillingness to establish a condominium providing that the activities of condominiums is estimated as satisfactory by the majority of respondents.

If there is no condominium in your house, would you like it to be established? (% of apartments owners, where there are no condominiums)

21% – yes

35% – no

44% – find it difficult to answer

According to the results of the above case study, the majority of apartment owners explain their unwillingness to establish the condominium by the feeling of apprehension that the government would completely absolve themselves of responsibility for the house (42%). The following are reasons such as the apprehension of the rise in the cost of communal services (34%), the apprehension of collective responsibility for and the necessity to pay for those who do not pay the rent (26%), the anticipation of dishonesty of the condominium's governing body (23.2%), the passivity of residents (23%), while 18.9% believe that it is better to adhere to the usual house exploitation committees.

<p>If you do not want to establish a condominium in your house, then why? (% of owners of apartments in houses, where there is no condominium and who do not want to establish it)</p> <p>42,0% – I apprehend that the government will fully disclaim any responsibility for our house (repair of communications etc.)</p> <p>34,0% – Service provided by a condominium may lead to the increase in the cost of communal services.</p> <p>23,0% – Residents in our house are too passive, they will be hardly ever organized.</p> <p>25,8% – I apprehend that there will be collective responsibility in the condominium and I will be obliged to pay for those who do not pay the rent.</p> <p>23,2% – The condominium's governing body may be dishonest and all residents will be obliged to be responsible instead of them.</p> <p>18,9 – It is better to adhere to the usual house exploitation committees than to something completely incomprehensible.</p> <p>– Other</p> <p>– Find it difficult to answer</p>
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We can envisage that, in addition to the reasons provided by the respondents there are non-obvious reasons for not establishing the condominiums. One of them is the lack of awareness of people of Ukraine about the advantages of condominiums and impossibility to experience and appreciate the difference without being the member of it and not 'trying it for oneself.' Direct correlation between the knowledge of condominiums and the desire to establish them is supported by statistical results of the survey. Among those who know about the condominium, 31% want to establish it in their house; there are 18% among those who have heard something about the

condominium and want to establish it, and there are 14% among those who know nothing about the condominium but want to establish it.

The current situation with the housing and communal facilities in Ukraine and, in particular, the with the attitude of people to reforming housing and communal facilities of Ukraine and establishing the condominiums, can, in our opinion, be characterized by more distinct features.

First, since the Soviet era there is some belief in the minds of people that it is the government who is fully responsibility for activities while providing housing and communal services, wherein it must perform both executive and control functions that is to 'put thing in order.' In this case, it seems to us that there are differences in the understanding the categories of 'state' and 'power' by the population, namely 'power is not willing to do anything for us,' but 'the state should control the operation of communal services.' In other words, 'power is a modern public administration, while the 'state' is endowed with an idealized sense, far from the current reality.

Second, it can be stated that the housing and communal facilities are often perceived by the public as a system, a mechanism in which individual actors cannot change the situation.

Third, we have the people's distrust in the authorities to reform the housing and communal facilities, these activities being perceived as formal ones, having a declarative character and resulting in no significant radical changes.

Fourth, we can envisage that the Ukrainian population does not have a clear understanding of where changes need to occur, 'from the bottom' or 'from the top', as well as have not formed the idea of the proper functioning of the housing and communal facilities and their further improvement and development.

Fifth, for those residents who are not well informed about the condominium, there is a widespread common of Ukrainian people skepticism of anything new as of another way to 'cheat people.' A small number of established and really functioning condominiums even more 'alienates' the majority of the population from this practice: firstly, the unpopularity of the practice is often perceived as a characteristic of its low suitability, and secondly, it becomes impossible to monitor the activities of condominiums in the 'next door house' and to evaluate it.

Sixth, the unwillingness of many people to create homes and condominiums could be attributed to the general exclusion of what is happening in the housing sector, unwillingness to take responsibility for solving the housing and communal problems, especially if they go beyond the territory of the apartment itself. The reasons for such an attitude may be different: frustration in the existing system in housing and communal services, the awareness of impossibility to influence on the existing problems, a sense of innocence to the scope, the reluctance to take the initiative to deal with the housing and communal services in any way, except to pay for the services and receive them.

The low level of public awareness about the methods of reforming the housing and communal facilities, the possibility of creating the condominiums and their advantages, as well as the lack of activity and initiative of citizens in matters relating

to housing and communal facilities are the major obstacles in the way of modernizing the Ukrainian social services institution in the scope of house and communal facilities. The practice of condominiums abroad shows the positive results in the transformation of the housing stock and the rise in the quality of services provided. Therefore, one of the key challenges is to familiarize the population with their houses management. To intensify the process and to establish an effective social dialogue between the public, government and service entities it is necessary to implement a number of following measures.

1. To increase the awareness of citizens about the processes occurring in the sector of housing and communal facilities and public interest in actively participating in the transformations. This could be achieved by the regular monitoring the changes in the housing sector, particularly while establishing, managing and operating the condominium, and highlighting the results of monitoring and activities of condominiums.

2. To create advisory centers which should provide free assistance in organizing and methodology to residents willing to establish a condominium.

3. To organize support and assistance from all levels of government both during establishing the condominium (free registration, technical assistance), and after its establishing (the capital repair of a house at the expense of the local budget before it is turned over to the condominium for servicing).

4. To popularize the idea of the condominium establishment, to conduct educational and enlightening activities in order to inform people about the possibilities and advantages of establishing a condominium.

5. To promote the effective and sound managing of condominiums in the city the contests for the best association could be held with the cash prizes presenting and giving symbolic rewards in the presence of all residents. This is often practiced abroad.

6. To improve the staffing in the sector: to provide the training of personnel of housing and communal facilities in the courses of upgrading skills and to teach the basics of condominium activities, to train the employed executives the voluntary unions of owners of the privatized housing, future Chairs and the leaders of associations of apartment owners. Generally speaking, the investment in the human capital and human now becomes the main issue for the modernizing country, particularly in the sector of housing and communal facilities. 'It is understood that the main competitive advantage of a modern highly developed country in the world is due to the quality of human capital and factors that directly support the vital activities of people.'

7. To involve the private service entities in maintaining and servicing the buildings which can respond quickly to orders of people, to the development of competitive environment on the market of housing and communal services.

Conclusions. Today under difficult conditions of the housing and communal facilities sector in Ukraine the most progressive form of housing management is the condominium, created for managing and providing the maintenance of the house, its repair and operation. The goal of implementing the concept of condominiums in

Ukraine and the result of it is the improvement of quality of life of the residents. Provided the management and use of resources are efficient, condominiums can be a powerful engine of the modernization of the contemporary Ukrainian society stimulating the socio-economic changes in one of the most problematic sectors in the economy of the country. The consumers of communal services in the person of condominiums become active subjects of housing and communal services, encouraging the competition among the service entities and improving the quality of services and the housing stock of the country.

The modernizing potential of condominiums implies the modernization as well as the transformation of the forms of social interaction between the subjects of housing and communal facilities to result in the social dialogue, co-operation on a market basis, in the humanistic approach when providing communal services and improving the quality of people's lives.

Thus, the condominium is a new form of social and economic relations in the service space of housing and communal facilities, corresponding to the modern level of development of the society that meets social, economic and socio-cultural conditions of modernity.

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«ЛЮДИНА МІСТА»: АНТРОПОМОРФІЗМ ТВОРУ МИКОЛИ ХВИЛЬОВОГО «ЛІЛЮЛІ»

Оповідання М. Хвильового «Лілюлі» є найскладнішим для пояснення чи коментування, адже вимагає, на думку фахівців, неабиякої інтелектуальної та мислинневої напруги.

У перші «соціалістичні» роки в Україні набула значного поширення сатирична п'єса Ромена Роллана «Лілюлі», численні переробки якої в стилі пролеткультівського «нового ладу» вульгаризували чи, навіть, спотворювали латентні ідеї європейськості, що їх презентує у своєму творі відомий письменник. А про що йдеться в «Лілюлі» (1923 рік) М. Хвильового? З самого початку автор подає про це незрозумілий сигнал читачеві в тексті оповідання: Льоля – головна «героїня» твору (взагалі ніяка, у порівнянні з Лілюлі-Ілюзією Р. Роллана) «буде ставити пародію не на Ромена Роллана, а на постановку «Лілюлі, п'єси Ромена Роллана. Так що на постановку мільярди, а Колізей без плебеїв. І от ставили пародію на "Лілюлі"» [5, с. 362].

Окрім того, М. Хвильовий відразу дивно починає свою оповідь нібито від імені потяга-паровика, що «вилітає і курить». А в «очах» паровика як в «калейдоскопі: – жита, степи, гони й північний туман із осінньої магістралі. Провалюються темні горизонти, оселі, байраки, глухі нетрі. Виростають фабричні посьолки, содові заводи, шахти, домни. Експрес перелітає яри,